

## CLAIMS

### WHAT IS CLAIMED IS:

1. A method for rendering data on a user device based upon concepts, comprising:  
receiving incoming data at a user device, the data including concept identifiers for use in identifying concepts relating to the data;  
retrieving rendering instructions based upon the concept identifiers; and  
rendering the data on the user device based upon the rendering instructions.
2. The method of claim 1, further including:  
identifying interactive elements within the data; and  
setting the interactive elements according to the data and the rendering instructions.
3. The method of claim 2, further including:  
detecting selection of one of the interactive elements;  
retrieving interaction rules based upon the interactive element; and  
re-rendering the data based upon the interaction rules.
4. The method of claim 3 wherein the re-rendering step includes retrieving additional data from a remote server based upon the selection of the interactive element.

5. The method of claim 1 wherein the receiving step includes receiving as the data a string of data and corresponding tags representing the concept identifiers.

6. The method of claim 5 wherein the rendering step including parsing the string of data for presentation according to the rendering instructions.

7. The method of claim 1 wherein the retrieving step includes locally retrieving the rendering instructions at the user device.

8. The method of claim 1 wherein the rendering step includes formatting an appearance of visual elements for the data.

9. The method of claim 8 wherein the formatting step includes selecting, based upon the rendering instructions, at least one of the following: a particular color for presenting the data, a particular icon for presenting the data, positioning of the data, or a particular symbol for presenting the data.

10. The method of claim 1 wherein the retrieving step includes selecting the rendering instructions based upon a particular type of the user device.

11. An apparatus for rendering data on a user device based upon concepts, comprising:
- a receive module for receiving incoming data at a user device, the data including concept identifiers for use in identifying concepts relating to the data;
  - a retrieve module for retrieving rendering instructions based upon the concept identifiers; and
  - a render module for rendering the data on the user device based upon the rendering instructions.
12. The apparatus of claim 11, further including:
- a module for identifying interactive elements within the data; and
  - a module for setting the interactive elements according to the data and the rendering instructions.
13. The apparatus of claim 12, further including:
- a module for detecting selection of one of the interactive elements;
  - a module for retrieving interaction rules based upon the interactive element; and
  - a module for re-rendering the data based upon the interaction rules.
14. The apparatus of claim 13 wherein the module for re-rendering includes a module for retrieving additional data from a remote server based upon the selection of the interactive element.

15. The apparatus of claim 11 wherein the receive module includes a module for receiving as the data a string of data and corresponding tags representing the concept identifiers.

16. The apparatus of claim 15 wherein the render module including a module for parsing the string of data for presentation according to the rendering instructions.

17. The apparatus of claim 11 wherein the retrieve module includes a module for locally retrieving the rendering instructions at the user device.

18. The apparatus of claim 11 wherein the render module includes a module for formatting an appearance of visual elements for the data.

19. The apparatus of claim 18 wherein the module for formatting includes a module for selecting, based upon the rendering instructions, at least one of the following: a particular color for presenting the data, a particular icon for presenting the data, positioning of the data, or a particular symbol for presenting the data.

20. The apparatus of claim 11 wherein the retrieve module includes a module for selecting the rendering instructions based upon a particular type of the user device.